



# SUNDOWN

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By  
D. Nikki Wheeler &  
Alex Moreno

# Logline

When a celebrity chef and her outspoken niece take a detour through a modern-day sundown town, their road trip transforms into a harrowing fight for survival, forcing them to confront the hidden terrors of modern-day America and decide how far they're willing to go to expose the truth.





# Synopsis

Hartley Taylor, a renowned chef trying to rebuild her life after a public divorce, embarks on a cross-country trip with her Gen Z niece Zu, the bold voice behind the hit social justice podcast *Woke Waves*.

What begins as a detour to get gas in a quaint town quickly turns sinister when they become targets in Beaumont, a town where the past isn't history, and outsiders aren't welcome after dark.

As tensions rise, a police stop turns deadly, a hunted man emerges from the shadows, and the women are forced to confront generational trauma, survival tactics, and the cost of silence.

Part road thriller, part social commentary, *Sundown* is a gripping, grounded story where justice doesn't ride in—it's recorded, uploaded, and weaponized for the next generation.



## **Hartley Taylor (40s)**

A poised, successful chef who's built her brand on elegance and restraint—but beneath the surface is a woman running from her past and uncomfortable with her privilege.





## **Zu Taylor (22)**

A fiery, smart, podcast host unafraid to challenge systems or family. Armed with a mic and a mouth, Zu's passion for truth is both her superpower and her vulnerability.





**Sheriff Percy Grice (50s)**  
Beaumont's old-school lawman. Cloaked in tradition, Grice is the charming face of hate—until his mask cracks under pressure. He's the law and the curse of Beaumont. Believes he's the last line of order, willing to kill to keep it that way.



A portrait of a young Black man with short, dark, curly hair and a light beard. He is wearing a brown blazer over a black t-shirt. He is standing outdoors in front of a blurred background of green trees and a multi-story building with many windows.

## **Martin Walker (25)**

Wrongfully hunted, Martin is a survivor of Beaumont's darkest secrets. His escape sets off a chain of events Beaumont can't contain.



# Visual & Tonal References

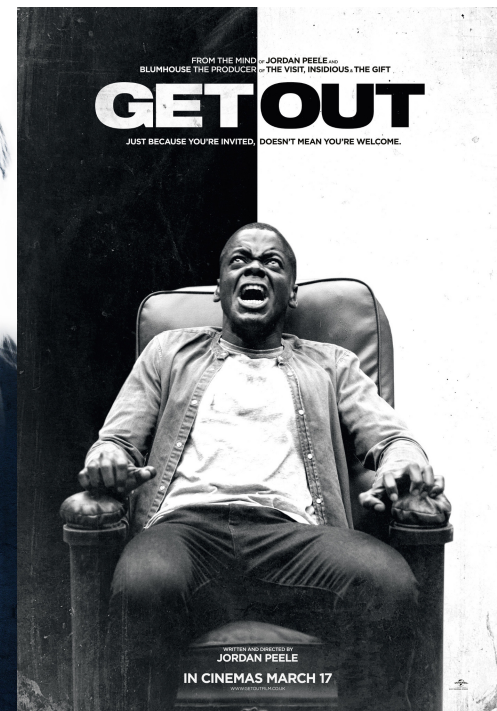
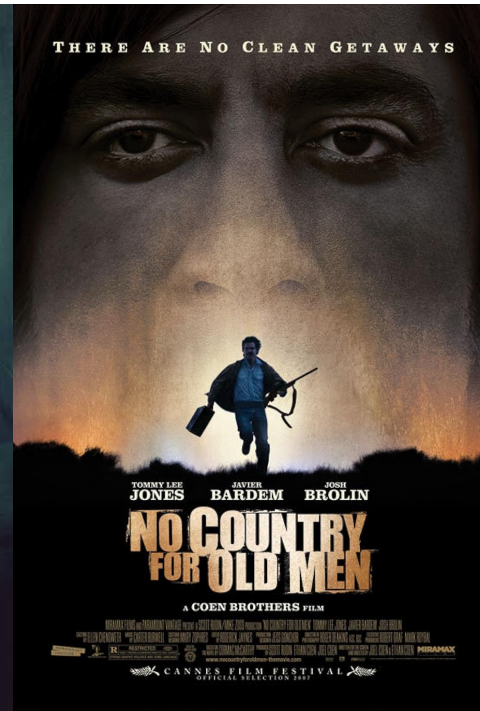
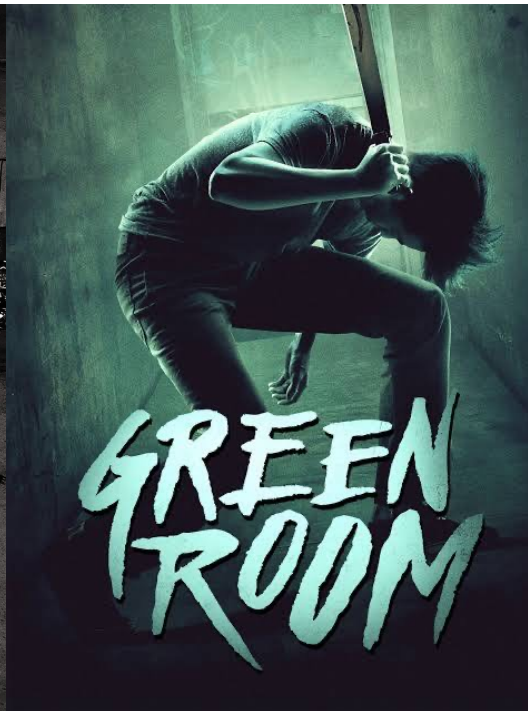
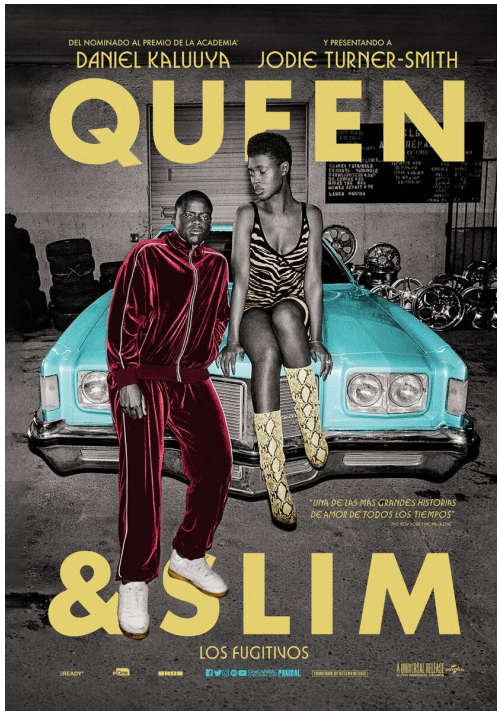
## Tone:

- Tense and immediate, with moments of emotional intimacy
- Dry wit, generational friction, and social bite
- Bold, unflinching, but character-first

## Visual Palette:

- Day: warm Southern Gothic realism (sunlight, Americana iconography, subtle rot)
- Night: cool, high-contrast noir (blues, shadows, red-and-blue flashlights)

## Cinematic Influences:





# Market Potential & Commercial Viability

## Market Potential:

- Strong appeal for streaming platforms and specialty theatrical runs
- Social justice and educational partners (screenings, town halls, podcasts)
- Ideal for film festivals and impact campaigns

## Target Audience:

- Adults 18–45, especially Black, progressive, and socially conscious viewers
- Podcast fans, Gen Z activists, and filmgoers drawn to political thrillers and character-driven drama

### Commercial Viability

CF Internal Use Only		Ratings Report Date		2/12/2021
Project - Sundown		Author - N. Wheeler, A. Moreno		7 Overall
Project Type - Feature		Submitted via - CapitalFundScreenplayCompetition.com		
Genre - Drama		Submission Date		
Option Term		NA	Acquisition	
Encumbered		No	Acquisition Date	
Documents		No	Agent Contact	
Payout to Date		\$0	Prepared by	

	HIGH	MEDIUM	LOW	N/A
CURRENT COMPETITIVE MARKET - 12 MO OUTLOOK				
CURRENT SIDE BY SIDE				
FOREIGN SALES - STANDARD MODELING				
ANCILLARY SALES POTENTIAL				
FRANCHISE RIGHTS POTENTIAL				
CASH FLOW REQUIREMENTS				

## Commercial Viability

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CF Internal Use Only	Ratings Report Date				2/12/2021
Project - Sundown	Author - N. Wheeler, A. Moreno				
	Submitted via - CapitalFundScreenplayCompetition.com				
MARKET REACH	GLOBAL	US/NORTH AMERICA - WIDE	LIMITED	NICHE	
TRENDING	NORMAL	FLAT	RISING		
MKTG GROWTH	AD BASED	SOCIAL FEED	ORGANIC		
EXIT RECOMMEND*	EARLY	STANDARD	LATE		
ENCUMBRANCE RISK	HIGH	MEDIUM	LOW		
FOREIGN PARTNER	RECOMMEND		PASS		

\*Assumes standard CF waterfall terms & conditions.

## Commercial Viability

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CF Internal Use Only	Ratings Report Date			2/12/2021
Project - Sundown	Author - N. Wheeler, A. Moreno			
Project Type - Feature	Submitted via - CapitalFundScreenplayCompetition.com			
Genre - Drama	LIMITED	STANDARD	EXTENDED	
PRE-PRODUCTION				
PRODUCTION				
POST-PRODUCTION				
MARKETING				

### REPORT ASSUMPTIONS-

2 week internal feasibility assessment  
 Author re-writes per internal script coverage  
 Author re-writes per EP/Director input to attain maximum character/plot development, pacing & outcomes  
 One producer/company passes, targeted expense reductions, union & fringes  
 10 week pre-marketing ramp, inc. social/ news spots  
 Talent med to high Q score

### ADDITIONAL NOTES-

Med location exp. Hospital, studio set, market, home, jailhouse/cells, Beaumont Square, country roads, etc  
 Breakout role avail, Hartley, Zu  
 Layered cast opps avail, Johnny, Jonas, Hastings, Bob  
 Georgia rebates, poss NC  
 Extended base camp/company moves, road closures, safety escorts  
 Inc. int/ext running shots, Range Rover, Chevelle, police cruiser, pick-up



# Budget & Financials

## **Estimated Budget Range:**

\$3M – \$5M (contained locations, mid-size ensemble, production flexibility)

## **Funding Strategy:**

- Equity investors
- State filming tax incentives (Southern U.S. states)
- Potential partnerships with activist orgs, HBCUs, podcast networks

## **Revenue Opportunities:**

- Streaming distribution (A24, Amazon, Apple, Hulu, Netflix)
- Festival awards
- Ancillary revenue from companion podcast, educational licensing, and community screenings

## Bios



Nikki Wheeler, founder of Working Dog Media, is a celebrated storyteller and communications strategist with a career spanning more than 25 years in global technology communications. A master of her craft, she has lived and worked in the Middle East, shaping narratives in some of the world's most dynamic and challenging environments. Nikki holds a master's degree from Georgetown University, where she honed her expertise in distilling complex ideas into compelling stories that resonate with diverse audiences.

Known for her ability to craft high-impact communication strategies, Nikki has supported senior executives on the global stage, turning high-profile opportunities into moments of connection and influence. Whether leading cross-functional teams or driving brand visibility in fast-paced industries, she brings vision, creativity, and results to every project.

Beyond her corporate accolades, Nikki is an optioned screenwriter, director, and producer, weaving her passion for storytelling into every medium. Discover more about her work at [WorkingDogMedia.com](https://www.WorkingDogMedia.com).

Nikki's awards and honors include:

- Number Seven: Capital Fund Screenplay Competition Hot 100
- Finalists, Wiki: The World's Fastest Screenplay Contest! 2021
- Semifinalist, Los Angeles International Screenplay Awards Spring 2020
- Quarterfinalist, The Script Lab - TSL Free Screenplay Contest 2020

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Alex Moreno is a noted screenwriter, director and producer ([pro.imdb.com/name/nm5563203](https://pro.imdb.com/name/nm5563203)).

He has served as the director and producer of Natural Causes' "Crazy Mixed-Up World," and Diane Ward's "The Gift." He is a script consultant, the producer of "Keepin It Reel," an animated movie and served as the Executive Producer of "Two Similar Strangers," with David Frankel.

Alex heads the FLOW (Future, Leaders Of the World) project, an educational initiative that uses short films as conversation starters to help educators, families and youth have conversations about challenging health topics.

Currently in development on Disposable People a mini-series with Giovanni Lompassi.

Alex's awards and honors include:

- Winner, Get it Made, 2023
- Quarterfinalist, Big Break, 2020
- Finalist, Wiki: The World's Fastest Screenplay Contest! 2020
- Runner Up, Script Vamp, 2016

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